

Impact of a Multi-Year Initiative for Managed Care Professionals to Increase their Understanding of Atopic Dermatitis (AD)

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Background:

Atopic dermatitis (AD) is a skin condition leading to inflamed, itchy skin and can present serious medical complications. AD affects an estimated 16.5 million adults and 9.6 million children in the US. It is often a complex condition for patients to navigate clinically, economically, and from a humanistic perspective. It is important for managed care professionals to understand AD treatments and consequences to ensure cost-effectiveness, improve healthcare quality, and facilitate access to effective treatments for individuals living with AD.

Objective:

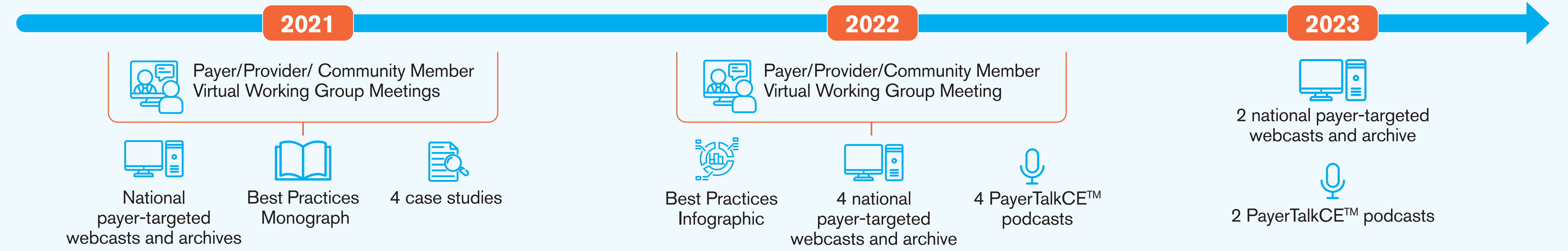
Describe the impact of a multi-year (2021 - 2023) and multi-pronged educational initiative to address the knowledge gaps that may impede access to high quality care for those living with AD by educating managed care professionals.

Methods:

The National Eczema Association (NEA) and Impact Education, LLC (IMPACT) developed and launched several continuing education activities for managed care professionals.

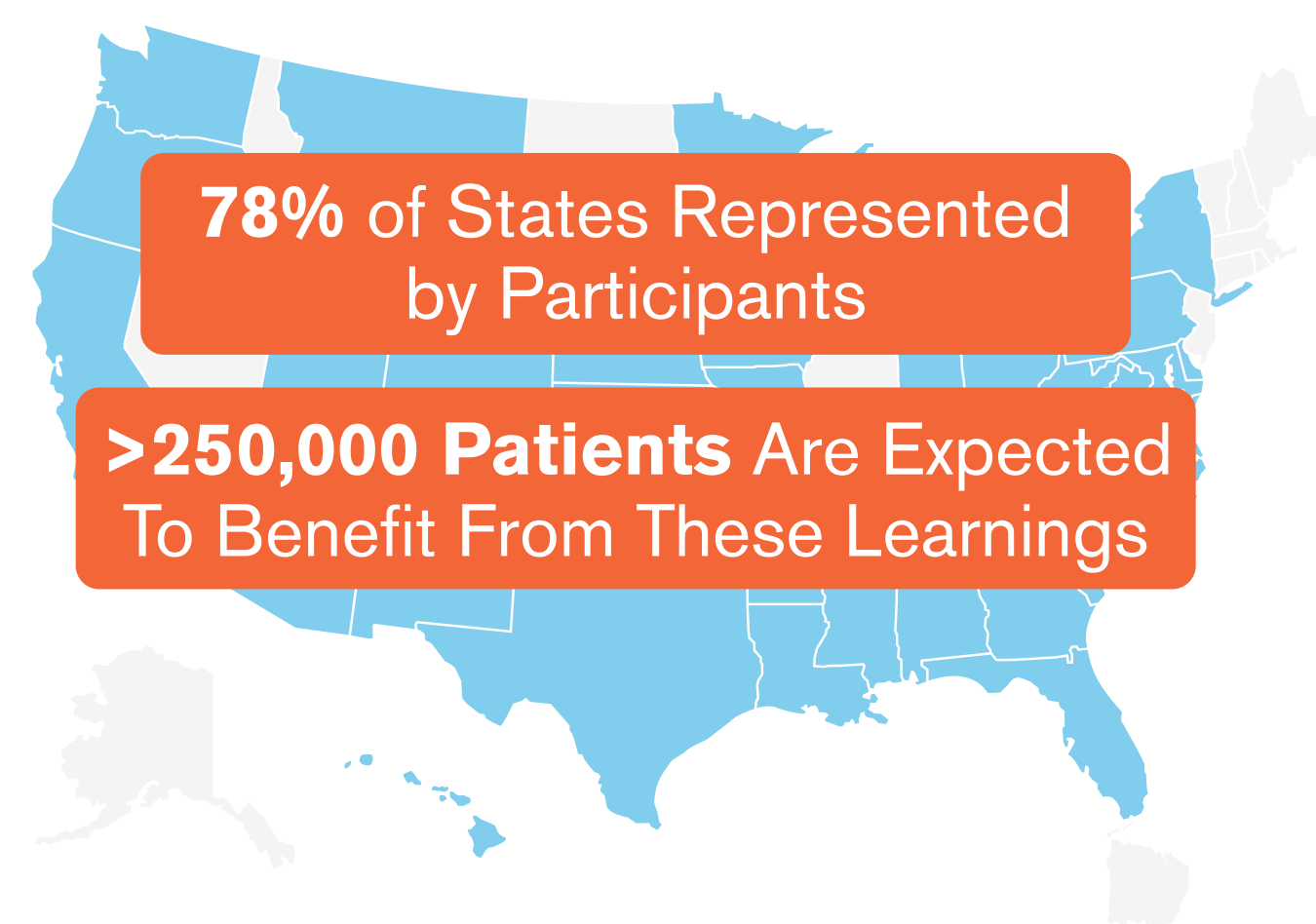
These educational initiatives were created based on the guidance and best practices developed from previously held roundtable discussions with payers, providers, and community members.

Driven By NEA's Strategic Plan *Blueprint 2025: Charting a Path to Progress with the Eczema Community*

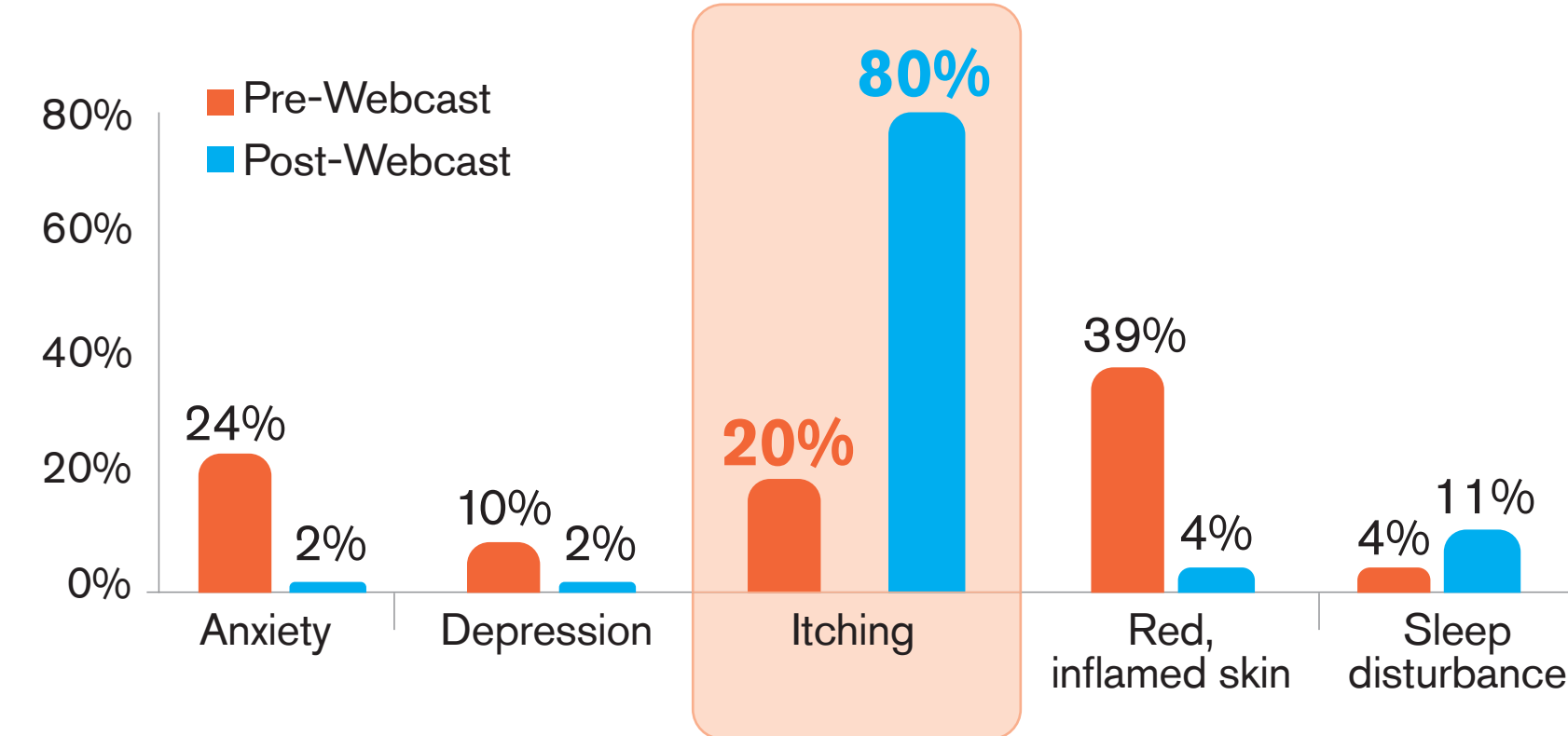


Results:

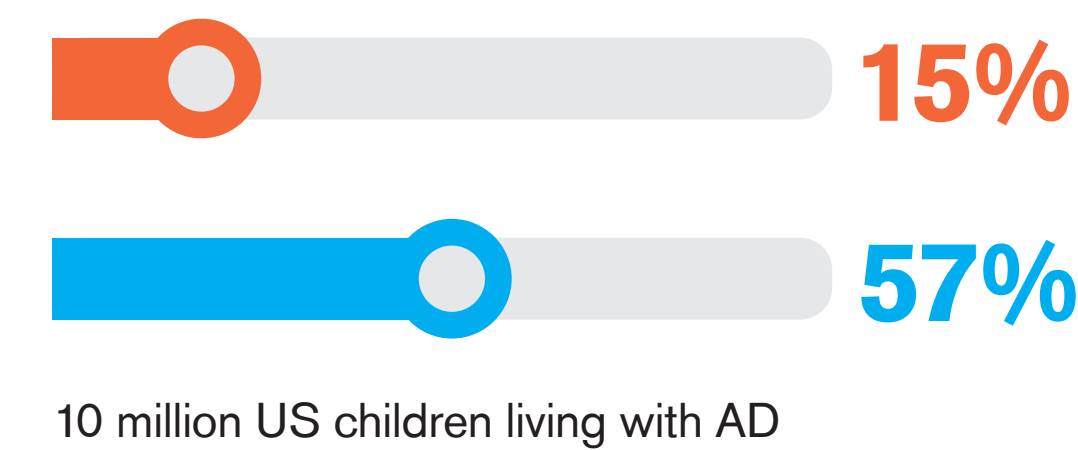
Overall, 1,000 managed care professionals participated in three webinars series, with 707 completing for CE credit. In the 2021-2022 webcast series, there was a 60 percentage-point increase in learners' ability to identify the most burdensome symptoms of AD. In the 2022-2023 webcast series, learners increased their knowledge of the clinical and lived experience heterogeneity of AD. There was an increase in 42 percentage points between a pre- and post- survey question ($p < .01$) on how AD affects the pediatric population. A 15% increase was also seen related to moderate-to-severe AD. Series participants self-estimated that more than a quarter of a million (>250,000) patients are expected to benefit from these learnings.



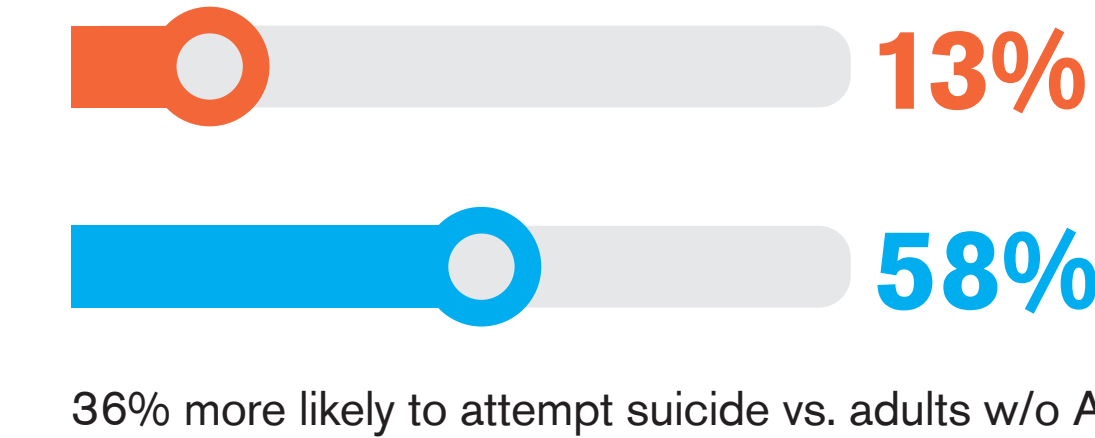
In 2021-2022 learners' ability to correctly identify itch as the most burdensome symptom of AD had a 60-point increase
N=188



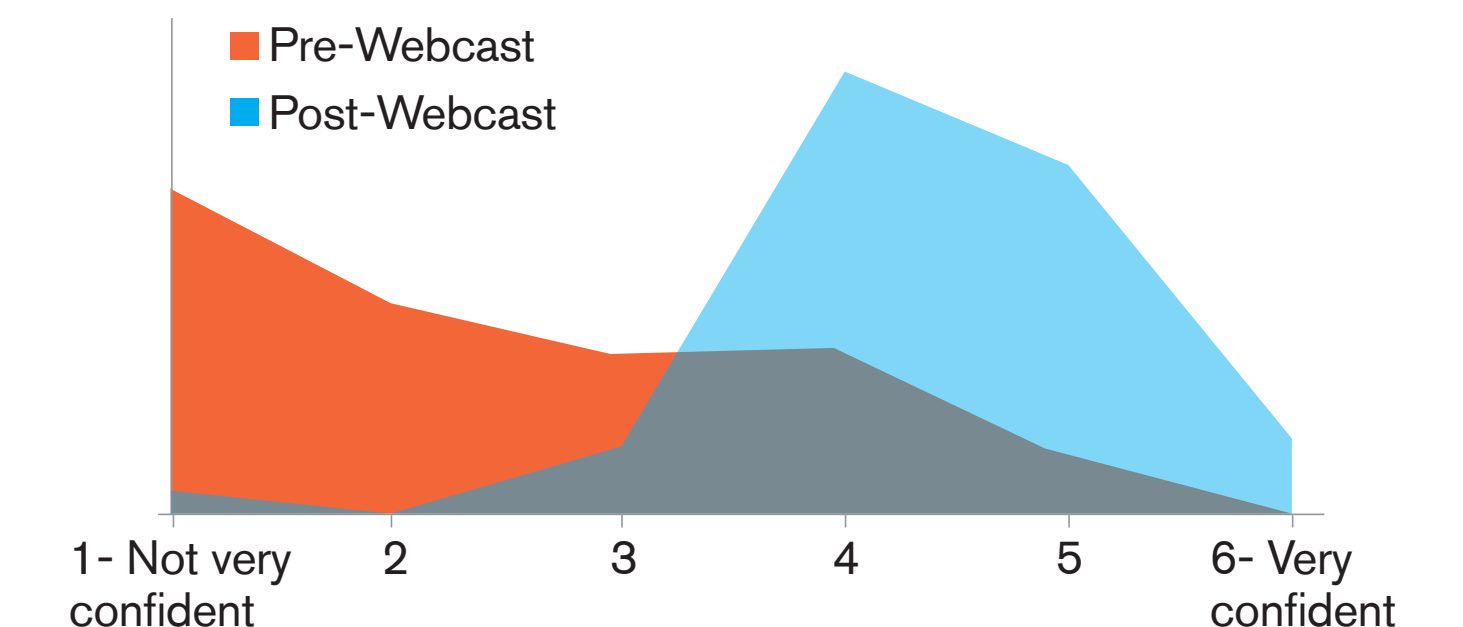
In the 2022-2023 webcasts more learners correctly identified the prevalence of AD in US children at 10 million post webcast
N=266



... and correctly identified the likelihood of attempted suicide for adults living with AD
N=79



... and demonstrated a significant ($p < .01$) shift in confidence in ability to characterize the multidimensional burdens of living with moderate-to-severe AD and the links between AD and autoimmune, metabolic, cardiovascular, and mental health conditions
N=79



Conclusions:

A multi-year educational initiative, developed through collaboration among various stakeholders, successfully educates managed care payer professionals on the complexities of AD, thereby enhancing their capacity to implement best practices effectively.

Visit atopicdermatitisbestpractices.com to learn how you can impact patients with AD

